5/11/87 C7715-3 A

FEBRUARY
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '87 VS '86	% IND	
	1987	1986		1987	1986
AMC	2191	7018	31.22	.33	.85
(Alliance)	1907	4813	39.62	.29	.58
(Eagle)	284	801	35.46	.04	.10
CHRYSLER	16356	23554	69.44	2.44	2.86
(Laser)	747	1572	47.52	.11	.19
(Le Baron/GTS)	8868	12910	68.69	1.33	1.57
(E/NY/S AY)	6104	9072	67.28	.91	1.10
DODGE	30603	34712	88.16	4.56	4.23
(Daytona)	1309	1995	65.61	.20	.24
(Omni/Shadow)	9991	5363	186.29	1.49	.65
(Aries)	7478	7956	93.99	1.11	.98
(Lancer)	2003	4116	48.66	.30	.50
(600)	2826	4208	67.16	.42	.51
(Diplomat)	735	1628	45.15	.11	.20
PLYMOUTH	28779	30102	95.60	4.29	3.66
(Horizon/Sundance)	11091	6443	172.14	1.66	.78
(Reliant)	8471	11257	75.25	1.26	1.37
(Caravelle)	3321	2652	125.23	.49	.32
(Gran Fury)	388	1049	36.99	.06	.13
CHRYSLER CORP.	75738	88368	85.71	11.29	10.75
FORD	36572	98778	97.77	14.39	12.01
(Escort)	24009	29115	82.46	3.58	3.53
(Mustang)	14538	11253	129.19	2.17	1.37
(Tempo)	18179	23586	77.08	2.71	2.87
(Taurus)	23437	8498	275.79	3.49	1.03
(LTD/Crn Vict)	7750	13722	56.33	1.15	1.67
(T'Bird)	8679	12541	69.21	1.29	1.53
LINCOLN	9683	11583	85.32	1.47	1.41
MERCURY	28662	35880	79.88	4.28	4.36
(Capri)	164	802	20.45	.02	.10
(Topaz)	5246	5806	90.35	.78	.71
(Sable)	5900	4082	144.54	.88	.50
(Marq/Gr Marq)	7483	9381	79.77	1.13	1.14
(Cougar)	6407	10243	62.55	.95	1.23
LINC/MERC DIV.	38971	48578	80.22	5.81	5.91
FORD MOTOR CO.	135543	147356	91.98	20.20	17.92
BUICK	37543	59741	62.84	5.60	7.27
(Skyhawk)	2280	3824	59.62	.34	.47
(Somerset/Skylrk)	4961	10803	45.92	.74	1.31
(Century)	10349	19883	52.04	1.55	2.42
(Regal)	2956	8622	34.28	.44	1.05
(Riviera)	2447	1311	186.65	.36	.16
CADILLAC	18749	23297	80.48	2.79	2.83
(Allante)	1	-	-	-	-
(Cimarron)	777	1326	58.60	.12	.16
(Eldorado)	1123	1638	68.56	.17	.20
(Seville)	2413	1011	240.65	.35	.12
CHEVROLET	104231	129882	80.37	15.54	15.78
(Chevette)	3961	4253	93.13	.59	.52
(Celebrity)	26958	31199	86.41	4.02	3.79
(Corsica)	1475	-	-	.22	-
(Beretta)	1862	-	-	.28	-
(Cavalier)	30261	35917	84.25	4.50	4.37
(Camaro)	8769	10162	86.29	1.31	1.24
(Corvette)	1449	1939	74.73	.22	.24
(Monte Carlo)	3479	6749	51.55	.52	.82
OLDSMOBILE	50805	87166	58.29	7.57	10.60
(Firenza)	1088	2240	48.57	.16	.27
(Cielo)	7122	7451	95.58	1.06	.91
(Cutlass Ciera)	18016	28499	63.22	2.68	3.46
(Cutlass)	8154	20487	39.80	1.22	2.49
(Toronado)	1042	1056	98.67	.16	.13
PONTIAC	50182	65186	76.98	7.48	7.93
(1000)	989	1623	60.94	.15	.20
(Sunbird)	6465	9437	68.51	.96	1.15
(Grand Am)	17811	13537	131.57	2.65	1.65
(6000)	9291	14177	65.54	1.38	1.73
(Bonneville)	6084	4460	136.41	.91	.54
(Firebird)	4335	5871	73.84	.65	.71
(Fiero)	3254	5626	57.84	.49	.68
(Grand Prix)	1453	4139	35.11	.22	.50
GEN MTRS CORP.	261510	365072	71.63	38.98	44.41
Misc. Domestic	8	12	50	-	-
Other Import	195936	214321	91.42	29.20	26.07
U.S. TOTAL	670919	822145	81.61		

UNITED STATES SUMMARY
FEBRUARY 1987 ISSUED 04/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END 1986
	1987	1986		1987	1986	
AMC	5039	13804	36.50	.34	.80	72008
(Alliance)	4386	9223	47.56	.30	.54	49907
(Eagle)	653	1762	37.06	.04	.10	7380
CHRYSLER	32515	49432	65.78	2.21	2.85	351741
(Laser)	1462	4065	35.97	.10	.23	28321
(Le Baron/GTS)	16281	25758	63.21	1.11	1.49	160600
(E/NY/5 AV)	13375	19603	68.21	.91	1.13	160945
DODGE	65420	72904	89.73	4.45	4.20	510136
(Daytona)	2168	5149	42.11	.15	.30	36547
(Omni/Shadow)	20771	11142	186.42	1.41	.64	110505
(Aries)	16546	17772	93.10	1.12	1.02	104734
(Lancer)	4277	7556	56.60	.29	.44	47900
(600)	6026	8158	73.87	.41	.47	61305
(Diplomat)	2159	3340	64.64	.15	.19	31810
PLYMOUTH	59593	66414	89.73	4.05	3.83	415701
(Horizn/Sundance)	23240	13368	173.85	1.59	.77	124754
(Reliant)	17638	26830	65.74	1.20	1.54	127969
(Caravelle)	5637	5701	98.88	.38	.33	38622
(Gran Fury)	1237	2015	61.39	.08	.12	15509
CHRYSLER CORP.	157528	188750	83.46	10.71	10.88	1277578
FORD	204468	216876	94.28	13.90	12.50	1364434
(Escort)	50222	70268	71.47	3.41	4.05	400695
(Mustang)	25352	23832	106.38	1.72	1.37	165854
(Tempo)	38736	50544	76.64	2.63	2.91	259896
(Taurus)	55514	15569	356.57	3.78	.90	238610
(LTD/Crn Vict)	16869	30322	55.63	1.15	1.75	160333
(T'Bird)	17775	26173	67.91	1.21	1.51	138602
LINCOLN	24905	24224	102.81	1.69	1.40	163805
MERCURY	61484	74578	82.44	4.19	4.29	477874
(Capri)	359	1712	20.97	.02	.10	11850
(Topaz)	10228	11234	91.05	.70	.65	65498
(Sable)	14238	7352	193.66	.97	.42	91341
(Marq/Gr Marq)	16855	20370	82.74	1.15	1.17	130478
(Cougar)	12658	20625	61.37	.86	1.18	112818
LINC/MERC DIV.	87320	101005	86.45	5.94	5.82	661787
FORD MOTOR CO.	291788	317881	91.79	19.84	18.32	2026221
BUICK	83386	120840	69.01	5.67	6.97	757328
(Skyhawk)	5688	8921	63.76	.39	.51	74172
(Somerset/Skylrk)	10249	21871	46.86	.70	1.26	112375
(Century)	23763	41464	57.31	1.61	2.40	236946
(Regal)	6777	14861	45.60	.46	.86	77962
(Riviera)	4663	2990	155.95	.32	.17	22937
CADILLAC	40913	48511	84.35	2.78	2.80	300090
(Allante)	1	-	-	-	-	5
(Cimarron)	2066	3239	63.79	.14	.19	23592
(Eldorado)	2964	3848	77.03	.20	.23	24476
(Seville)	4692	2492	188.28	.32	.14	20641
CHEVROLET	215040	275666	78.01	14.62	15.88	1693234
(Chevette)	11118	10713	103.78	.76	.62	72454
(Celebrity)	55065	65066	84.63	3.75	3.75	397297
(Corsica)	4750	-	-	.32	-	1372
(Beretta)	4879	-	-	.33	-	1505
(Cavalier)	52798	79626	66.31	3.59	4.58	362780
(Camaro)	16246	20948	77.55	1.10	1.21	164283
(Corvette)	3353	4536	73.92	.23	.26	32581
(Monte Carlo)	8813	14302	61.62	.60	.82	111245
OLDSMOBILE	109483	171362	63.89	7.44	9.88	1044444
(Firenza)	2612	5517	47.34	.18	.32	34470
(Calais)	14056	14860	94.59	.96	.86	114295
(Cutlass Ciera)	39187	58744	66.71	2.65	3.38	323607
(Cutlass)	16483	40902	40.30	1.12	2.36	191138
(Toronado)	2155	2211	97.47	.15	.13	16239
PONTIAC	103395	130794	79.05	7.03	7.54	829650
(1000)	1964	3035	64.71	.13	.17	18142
(Sunbird)	12793	19902	64.28	.87	1.15	103925
(Grand AM)	34243	26644	128.52	2.33	1.54	198509
(6000)	21482	29307	73.30	1.46	1.68	197601
(Bonneville)	12202	9030	135.13	.83	.52	49174
(Firebird)	9571	11920	80.29	.65	.69	93521
(Fiero)	6894	11067	62.29	.47	.64	67748
(Grand Prix)	3057	8483	36.04	.21	.49	51728
GEN MTRS CORP	552223	747171	73.91	37.54	43.07	4624746
Misc. Domestic	-	20	5.00	-	-	77
Other Import	464466	467159	99.42	31.57	26.93	3139212
U.S TOTAL	1471045	1734787	84.80			1113942

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	35708	10.96	78116	65548	119.17	11.47	9.11
Plymouth	6308	1.94	14124	17319	81.55	2.07	2.41
Ford	95961	29.47	196227	200484	97.88	28.82	27.86
Chevrolet	77313	23.74	153237	194484	78.79	22.49	27.03
G.M.C.	22902	7.03	45516	53394	85.25	6.66	7.42
Hino	100	.03	216	104	207.69	.03	.01
International	4244	1.30	9163	9688	94.58	1.35	1.35
Iveco	148	.05	332	422	78.67	.05	.06
Jeep	12609	3.87	29360	30905	95.00	4.31	4.30
Mack/Midliner	1210	.37	2892	3162	91.46	.42	.44
Kenworth	945	.29	1932	1450	133.24	.28	.20
Peterbilt	559	.17	1316	1403	93.80	.19	.20
Daimler-Benz Corp.	1710	.53	3818	3037	125.72	.56	.42
Scania	13	-	28	2	-	-	-
Volvo White	848	.26	1658	1556	106.56	.24	.22
Western Star	88	.03	191	216	88.43	.03	.03
Other Imports	64762	19.89	142599	135546	105.20	20.93	18.84
Miscellaneous Domestic	234	.07	534	755	70.73	.08	.10
U. S. Total	325662		681259	719475	94.69		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	56173	21943	-	-	-	-	-	-
Plymouth	14124	-	-	-	-	-	-	-
Ford	117502	71935	40	-	-	1314	3864	1572
Chevrolet	95862	51930	3363	46	27	767	1177	85
G.M.C.	19837	17964	390	46	750	786	4477	1266
Hino	-	-	-	-	58	57	101	-
International	-	-	-	-	40	2290	2994	3839
Iveco	-	-	181	79	57	15	-	-
Jeep	26704	2656	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	248	441	2203
Kenworth	-	-	-	-	-	-	-	1932
Peterbilt	-	-	-	-	-	-	-	1316
Daimler-Benz Corp.	-	-	-	-	-	269	468	3081
Scania	-	-	-	-	-	-	-	28
Volvo White	-	-	-	-	-	-	229	1429
Western Star	-	-	-	-	-	-	-	191
Other Imports	140669	727	743	-	179	156	125	-
Miscellaneous Domestic	-	276	-	-	-	-	6	252
Total	470871	167431	4717	171	1111	5902	13882	17174
1986 Total	483354	192511	4576	239	210	7194	14737	16654
1987 vs '86	97.42	86.97	103.08	71.55	529.05	82.04	94.20	103.12

Manufacturers' Sales Records were used in compiling Oklahoma in 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	7172	.49	10357	.69
Chevrolet Spectrum	14369	.98	9805	.57
Chrysler Conquest	1397	.09	-	-
Dodge Colt	8773	.46	9503	.55
Dodge Colt Vista SW	2812	.19	2672	.15
Dodge Conquest	99	.01	438	.03
Ford Festiva	-	-	-	-
Plymouth Colt	6139	.42	8803	.51
Plymouth Colt Vista SW	2419	.16	2492	.14
Plymouth Conquest	66	-	450	.03
Pontiac LeMans	-	-	-	-
AMC Merkur	931	.06	2203	.13
Scorpio	-	-	-	-
Tracer	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	42177	2.87	48723	2.69
OTHER IMPORTS				
BMW	12308	.84	13130	.76
Honda	91314	6.21	93629	5.40
Hyundai	38609	2.62	134	.01
Mazda	27381	1.86	42550	2.45
Mercedes Benz	16815	1.14	16033	.92
Nissan	71135	4.84	85959	4.96
Subaru	23186	1.58	31966	1.84
Toyota	90089	6.12	89587	5.17
Volkswagen	21032	1.43	31475	1.81
Volvo	15941	1.08	16349	.94
Others	56656	3.85	46247	2.67
Total Other Imports	464466	31.57	467159	26.93
GRAND TOTAL ALL IMPORT CARS	506643	34.44	513882	29.62

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	10875	1.60	12300	1.71
Dodge RAIDER	2211	.32		
OTHER IMPORTS				
Isuzu	15004	2.20	13693	1.90
Mazda	20696	3.04	18793	2.61
Mitsubishi	7528	1.11	4165	.58
Nissan	34879	5.12	30086	4.18
Subaru	575	.08	467	.06
Suzuki	11087	1.63	4221	.59
Toyota	50257	7.38	61644	8.57
Volkswagen	1370	.20	1674	.23
Others	-	-	-	-
Total Other Import Trucks	141396	20.76	134743	18.73
GRAND TOTAL ALL IMPORT TRUCKS	154482	22.68	147043	20.44

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. NO SALE, REPUBLISHING OR SHARING PERMITTED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2478777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	09241106	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R.1-87

(1) REVISED 10/85

FEBRUARY 1987 ISSUED 04/87

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(6)

MARCH
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '87 VS '86	% IND	
	1987	1986		1987	1986
C	2843	6126	46.41	.34	.72
Alliance)	2425	4315	56.20	.29	.50
Eagle)	418	653	64.01	.05	.08
YSLER	23274	29349	79.30	2.81	3.46
Laser)	862	2265	38.06	.10	.27
Le Baron/GTS)	12110	14560	83.17	1.47	1.71
E/NY/5 AV)	9120	12524	72.82	1.10	1.48
GE	39157	38711	101.15	4.71	4.57
Daytona)	1957	3016	64.89	.24	.36
Omni/Shadow)	10945	6064	180.49	1.31	.72
Aries)	10620	7739	137.23	1.28	.91
Lancer)	2661	4837	55.01	.32	.57
600)	3501	4763	73.50	.42	.56
Diplomat)	820	2313	35.45	.10	.27
MOUTH	37382	29634	126.15	4.51	3.49
Horizon/Sundance)	13077	6538	200.02	1.59	.77
Reliant)	12306	9508	129.43	1.48	1.12
Caravelle)	3665	3196	114.67	.44	.38
Gran Fury)	511	1141	44.79	.06	.13
YSLER CORP.	99813	97694	102.17	12.03	11.52
D	119565	106180	112.61	14.41	12.52
Escort)	32274	29768	108.42	3.88	3.51
Mustang)	18814	14255	131.98	2.27	1.68
Tempo)	21967	20021	109.72	2.65	2.36
Taurus)	26844	15038	178.51	3.24	1.77
LTD/Crn Vict)	10201	15457	66.00	1.23	1.82
T'Bird)	9465	11584	81.71	1.14	1.37
COLN	10997	12379	88.84	1.33	1.46
CURY	35904	36806	97.55	4.33	4.34
Capri)	191	1026	18.62	.02	.12
Topaz)	6113	4758	128.48	.74	.56
Cable)	7380	6760	109.17	.89	.80
Marq/Gr Marq)	9364	11087	84.46	1.13	1.30
Cougar)	8270	8128	101.85	1.00	.96
C/MERC. DIV.	47421	50486	93.93	5.72	5.95
D MOTOR CO.	166986	156666	106.59	20.13	18.47
K	44826	53562	83.69	5.40	6.32
Skyhawk)	2860	5696	50.21	.34	.67
Somerset/Skylrk)	6299	7328	85.96	.76	.86
Century)	13115	16392	80.01	1.58	1.94
Regal)	4295	6545	65.62	.52	.77
Riviera)	2017	1321	152.69	.24	.16
ILLAC	18290	22288	82.06	2.21	2.63
Allante)	114	-	-	.01	-
Cimarron)	941	1624	57.94	.11	.19
Eldorado)	1293	1706	75.79	.16	.20
Seville)	1853	1173	157.97	.27	.14
VROLET	132316	132914	99.55	15.96	15.61
Chevette)	3149	7415	42.47	.38	.87
Celebrity)	32976	30272	108.93	3.98	3.58
Corsica)	2771	-	-	.33	-
Beretta)	3454	-	-	.42	-
Cavalier)	37921	27169	139.57	4.58	3.20
Camaro)	12788	14534	87.99	1.54	1.71
Corvette)	1992	2971	67.05	.24	.35
Monte Carlo)	4721	8855	53.31	.57	1.04
SMOBILE	63807	79225	80.54	7.69	9.34
Firenza)	1081	2980	36.28	.13	.35
Calais)	9211	9943	92.64	1.11	1.17
Cutlass Ciera)	21787	22795	95.58	2.62	2.69
Cutlass)	10835	15455	70.11	1.31	1.82
Toronado)	1254	1473	116.87	.15	.17
TIAC	58980	66480	88.72	7.11	7.84
000)	964	2125	45.36	.12	.25
Sunbird)	7936	6976	113.76	.96	.82
Grand AM)	17942	17671	101.53	2.15	2.08
6000)	10305	12808	80.46	1.24	1.51
Bonneville)	8290	3055	271.36	1.00	.36
Firebird)	6789	7788	87.17	.82	.92
Fiero)	4252	5010	84.87	.51	.59
Grand Prix)	1786	3104	57.54	.22	.37
MTRS CORP.	318219	353969	89.90	38.37	41.74
C. Domestic	1	6	16.67	-	-
r Import	241579	233627	103.40	29.13	27.55
TOTAL	829441	848068	97.80		

UNITED STATES SUMMARY
MARCH 1987 ISSUED 05/87

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 vs '86	% IND		YEAR END 1986
	1987	1986		1987	1986	
	7882	19930	39.55	.34	.77	72008
liance)	6811	13538	50.31	.29	.53	49907
gle)	1071	2415	44.35	.05	.09	7380
LER	55789	78781	70.82	2.43	3.05	351741
ser)	2324	6330	36.71	.10	.25	28321
Baron/GTS)	28391	40318	70.42	1.24	1.56	160600
NY/S RV)	22495	32133	70.01	.98	1.24	160945
E	104577	111615	93.69	4.54	4.32	510136
ytona)	4125	8165	50.52	.18	.32	36547
ni/Shadow)	31716	17206	184.33	1.38	.67	110505
les)	27166	25511	106.49	1.18	.98	104734
ncer)	6988	12393	56.38	.30	.48	47900
0)	9527	12921	73.73	.41	.50	61305
plomat)	2979	5653	52.70	.13	.22	31810
DGE	96975	96048	100.97	4.22	3.72	415701
rizn/Sundance)	36317	19906	182.44	1.59	.77	124754
liant)	29944	36338	82.40	1.30	1.42	127969
ravelle)	9302	8897	104.55	.40	.34	38622
on Fury)	1748	3156	55.39	.08	.12	15509
LER CORP.	257341	286444	89.84	11.19	11.09	1271578
	324033	323056	100.30	14.08	12.50	1364434
cort)	82496	100036	82.47	3.58	3.88	400695
stang)	44166	38087	115.96	1.92	1.47	165854
mpo)	60703	70565	86.02	2.64	2.73	259898
ruis)	82358	30607	269.08	3.58	1.18	238610
C/Cro Vict)	27070	44579	59.13	1.18	1.77	160333
Bird)	27240	37757	72.15	1.18	1.46	138602
LN	35302	36603	98.08	1.56	1.42	169805
RY	97388	111384	87.43	4.24	4.31	477874
pri)	550	2738	20.09	.02	.11	11850
par)	16341	15992	102.18	.71	.62	65498
ble)	21618	14112	153.19	.94	.55	91341
rq/Gr Marq)	26219	31457	83.35	1.15	1.21	130478
ugar)	20936	28753	72.81	.91	1.11	112818
MERC DIV	134741	151491	88.94	5.86	5.87	661787
MOTOR CO.	458774	474547	96.68	19.94	18.37	2026221
	128212	174402	73.52	5.57	6.75	757328
yhawk)	8548	14617	58.48	.37	.57	74172
merset/Skylrk)	16548	29199	56.67	.72	1.13	112375
ntury)	36878	57856	63.74	1.60	2.23	236946
gal)	11672	21406	51.72	.48	.83	77962
viera)	31680	4311	154.95	1.29	.17	22937
SAC	59209	70799	83.63	2.57	2.74	300090
lante)	114	-	-	-	-	5
marron)	3007	4863	61.83	.13	.19	23592
dorado)	4257	5554	76.65	.19	.21	24478
ville)	6545	3665	178.58	.28	.14	20641
ADILLAC	347356	408080	85.12	15.11	15.81	1693234
evette)	14267	18128	78.70	.62	.70	72454
lebrity)	88041	95338	92.35	3.83	3.69	397297
rsica)	7521	-	-	.33	-	1372
retta)	8333	-	-	.36	-	1505
valier)	90719	106795	84.95	3.95	4.15	382780
arol)	29034	35482	81.83	1.26	1.37	164283
rvette)	5345	7507	71.20	.23	.29	32581
nte Carlo)	15534	23117	67.44	.59	.90	112445
OBILE	173290	250587	69.15	7.53	9.70	1044444
renza)	3693	8497	43.46	.16	.33	34470
lass)	23267	24803	93.81	1.01	.96	114295
lass Ciera)	60974	81539	74.78	2.65	3.15	323607
lass)	27318	56357	48.47	1.19	2.18	191138
vonado)	3409	3284	103.81	.15	.13	16239
AC	162375	197274	82.31	7.06	7.64	829650
00)	2928	5160	56.74	.13	.20	18142
mbird)	20729	26878	77.12	.90	1.04	103925
ans AM)	52185	44315	117.76	2.28	1.72	198509
00)	31787	42115	75.48	1.38	1.63	197601
nnexille)	20492	12985	169.57	.89	.47	49174
yebird)	16360	19708	83.01	.71	.76	93521
ero)	11146	16077	69.33	.48	.62	87748
and Prix)	4843	11587	41.80	.21	.45	37728
TIAC CORP.	870442	1101142	79.05	37.84	42.64	4624746
Domestic	2	26	7.69	-	-	77
Import	706045	700786	100.75	30.69	27.13	3139212
OTAL	2300486	2582875	89.07			1113984

UNITED STATES SUMMARY

emo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
sler	-	-	-	-	-	-	-
e	46441	11.33	124557	99846	124.75	11.41	9.16
outh	8814	2.15	22938	27194	84.35	2.10	2.50
	120538	29.40	316765	302057	104.87	29.03	27.72
rolet	99465	24.26	252702	291909	86.57	23.16	26.79
C.	29053	7.09	74569	80409	92.74	6.83	7.38
	119	.03	335	160	209.38	.03	.01
rnational	5800	1.41	14963	14323	104.47	1.37	1.31
o	170	.04	502	604	83.11	.05	.06
	14963	3.65	44323	44864	98.79	4.06	4.12
/Midliner	1898	.46	4790	4847	98.82	.44	.44
orth	965	.24	2897	2372	122.13	.27	.22
rbilt	733	.18	2049	2240	91.47	.19	.21
ler-Benz Corp.	2013	.49	5831	4599	126.79	.53	.42
ia	7	-	35	6	583.33	-	-
o White	940	.23	2598	2648	98.11	.24	.24
ern Star	89	.02	280	313	89.46	.03	.03
r Imports	77638	18.94	220237	209968	104.89	20.18	19.27
ellaneous Domestic	117	.08	851	1285	66.23	.08	.12
Total	409963		1091222	1089633	100.15		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33.6 OVER
sler	-	-	-	-	-	-	-	-
e	91105	33452	-	-	-	-	-	-
outh	22938	-	-	-	-	-	-	-
	189729	116370	84	-	-	2024	6015	2543
rolet	158519	85527	5420	102	50	1207	1773	104
C.	33753	28644	629	66	1134	1224	6967	2152
	-	-	-	-	86	103	146	-
rnational	-	-	-	-	65	4072	4755	6071
o	-	-	274	127	82	19	-	-
	40553	3770	-	-	-	-	-	-
/Midliner	-	-	-	-	-	387	694	3709
orth	-	-	-	-	-	-	-	2897
rbilt	-	-	-	-	-	-	-	2049
ler-Benz Corp.	-	-	-	-	-	415	707	4709
ia	-	-	-	-	-	-	-	35
o White	-	-	-	-	-	-	362	2236
ern Star	-	-	-	-	-	-	-	280
r Imports	217372	1055	1185	-	254	189	182	-
ellaneous Domestic	-	420	-	-	-	-	8	423
l	753969	269238	7592	295	1671	9640	21609	27208
Total	732362	290002	7450	341	531	10433	22605	25851
vs '86	102.95	92.84	101.91	86.51	314.69	91.87	95.60	105.25

Manufacturers' Sales Records were used in compiling Oklahoma in 1988.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
TIC SPONSORED IMPORTS				
olet Sprint	11062	.48	15534	.60
olet Spectrum	20176	.88	17378	.67
ler Conquest	2579	.11	-	-
Colt	10027	.44	13952	.54
Colt Vista SW	4347	.19	4111	.15
Conquest	136	.01	728	.03
Festiva	-	-	-	-
uth Colt	9097	.40	12857	.50
uth Colt Vista SW	3811	.17	3842	.15
uth Conquest	96	-	877	.03
ac LeMans	-	-	-	-
arkur	1451	.06	3504	.14
io	-	-	-	-
r	222	.01	-	-
s	-	-	-	-
Domestic Sponsored Imports	63004	2.74	72583	2.81
IMPORTS				
	19097	.83	20019	.78
	141874	6.17	142380	5.51
ai	58556	2.55	4921	.19
	40260	1.75	63730	2.47
des Benz	24987	1.09	23708	.92
n	113336	4.93	127003	4.92
u	35622	1.55	47252	1.83
a	129372	5.62	128407	4.97
wagen	32667	1.42	47662	1.85
	23262	1.01	25379	.98
s	67012	2.78	70325	2.72
Other Imports	706045	30.69	700786	27.13
TOTAL ALL IMPORT CARS	769049	33.43	773369	29.94

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (9-16,000 LBS)

TIC SPONSORED IMPORTS				
RAM 50	17173	1.57	18421	1.69
RAIDER	3525	.32		
IMPORTS				
	22830	2.09	21445	1.97
	30827	2.82	23343	2.69
bishi	12260	1.12	6184	.57
n	54736	5.02	48859	4.48
u	782	.07	698	.06
i	18234	1.67	6962	.64
a	76720	7.03	92715	8.51
wagen	2029	.19	2582	.24
s	9	-	-	-
Other Import Trucks	218427	20.02	208788	19.16
TOTAL ALL IMPORT TRUCKS	239125	21.91	227209	20.85

D STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE ONLY. NOT FOR SALE, REPUBLICATION OR DOMESTIC PROMOTIONS.

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
#1977	10826234	3509328
#1978	10946104	3863340
#1979	10356695	3472209
#1980	8760937	2416117
#1981	8443919	2185489
#1982	7754342	2430471
#1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII
#OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-87

(1) REVISED 10/86

MARCH 1987 ISSUED 05/87